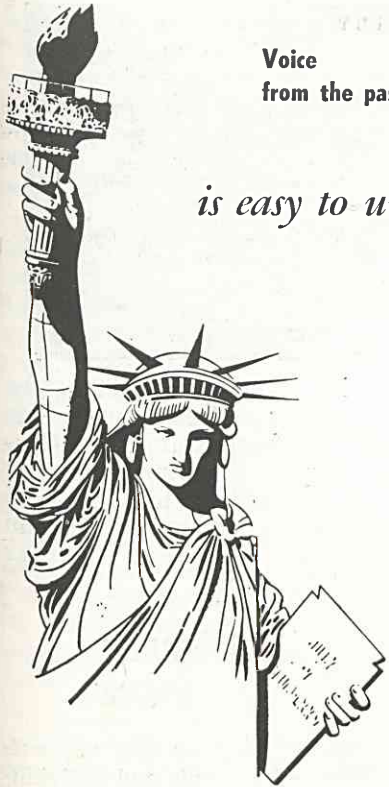


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Voice
from the past

PATRIOTISM

is easy to understand in America.

*It means looking out
for yourself
while looking out
for your country.*

CALVIN COOLIDGE
30th President of the U.S.,
1923-1929. Born on Independ-
ence Day, 1872, died January 5,
1933.

• See ALMANAC on page 3.

Firestone

JULY • 1969

NEWS

**GASTONIA
NORTH CAROLINA**



• In 1961 Harold Mercer (left) completed 30 years of service with Firestone. At home office in Akron, he was congratulated by J. E. Trainer (right), parent company executive vice president (now retired and living in Florida); and the late W. A. Karl, then textiles division president.

Harold Mercer

1902 • 1969

*Faith
Wisdom
Concern
Leadership
Good Works*

County. The Harold Mercer Little League, named for him several years ago, continues as a part of the LL Program.

At the time of his death on June 22, Mr. Mercer was a member of the administrative board of First United Methodist Church, a director of State Capital Life Insurance Company, a director of NC Vocational Textile School, and a director of First Union National Bank. He was a Rotarian and a Mason.

Among the numerous honors accorded him over the years: Silver Beaver Award from Boy Scouts of America and the Gaston Brotherhood Award from National Conference of Christians and Jews.

• More on page 2

Gordon And Cauthen Won

The lucky ones. Fred Gordon, warehouse forklift-truck operator, received a \$100 U.S. Savings Bond in June. His supervisor, C. K. Cauthen, took home a \$25 Bond.

Gordon's name was drawn from among the names of all

clock employees who were present on the job every day during May.

The \$25 Bond which went to the shift foreman was a "bonus" feature of the work-attendance contest which aimed at reducing absenteeism.

Red Cross Milestones

**UNITED
APPEAL
AGENCY**

The American Red Cross in Gaston County passed great milestones in service during the past year. The local Red Cross is an example of the many "people-helping" services financially supported through the Gaston County Appeal of United Community Services.

A year ago the local Red Cross chapter joined forces with other chapters from Cabarrus, Cleveland and Mecklenburg counties, and the Clover, S. C. unit, to become the Greater Carolinas Chapter.

THE MERGER, involving the larger territory, affords more leadership—for one thing. Gaston County now has access to the enlarged chapter's professional staff and volunteer leadership recruited throughout the broader area.

Also, the merger makes possible long-range planning for all the units involved, and greatly increases the services of each.

Over the past year, more than 125 cases were aided by the local Red Cross Service to families with members in the military forces.

A new project, "Voices from Home", provided taped messages

to servicemen overseas. Some 870 ditty bags of goodies were sent overseas last Christmas.

Gaston County people collected and used 5,000 pints of blood during the past year.

There was a large enrollment in the local Red Cross first-aid & water-safety program. Classes in swimming from beginner through senior lifesaving were taught at meeting places of civic clubs, business and industrial establishments; for rescue squads, Boy Scouts, Girl Scouts and many others.

The local unit during the past year became qualified in Emergency Disaster Preparedness and taught it to many of its members.

Key to Red Cross service in any community has been and is the many devoted volunteers who "help the Red Cross help others."

Harold Mercer made his life contribution within a fruitful career of business leadership and community service. A native of Seymour, Ind., he came to Gastonia in 1935 and in the ensuing years, distinguished himself as a leader in his company, the textile industry; and in his adopted community and state.

After graduation from the University of Illinois, he went to Cleveland, O., and worked as a public accountant, later as an employee of a publishing firm. He joined the Firestone company at Akron in 1931.

When the company purchased the Gastonia plant in 1935, Mr. Mercer was transferred here as comptroller. He was promoted to general manager in 1938 and remained in that assignment until advanced to president of the textile division in 1966. He retired in early 1968.

Throughout the years he was a leader in many areas of business, professional, church and civic life. His name is associated with major advances in the plant here and other units of the division, the textile industry, and in business and civic affairs of his county and state.

HE SERVED on the Gaston Memorial Hospital board of directors, the advisory committee of Gaston Technical Institute; was a director of YMCA, and on the executive board of Piedmont Council, Boy Scouts.

He had been a member of the executive committee of Carolinas United, a trustee of NC State University, and a director of NC Textile Manufacturers Assn. Among other leadership positions, he served on the advisory board of Gaston Children's Center, as a director of the Chamber of Commerce, director of Carded Yarn Assn., a county chairman of National Conference of Christians and Jews, and a state advisor to the National Recreation Council.

Out of his interest in youth, he pioneered the promotion of Little League baseball in Gaston

Textile School Graduates

Three Firestone men received diplomas at the 26th annual graduation exercises of North Carolina Vocational Textile School, Belmont, June 26.

William L. Bradshaw, twister operator; and Ray Lovinggood, section supervisor, completed the first course in yarn manufacturing technology. Both work in twisting-tire cord.

Robert A. Lanford's diploma was for course 2 in mill maintenance technology. Lanford, a tying-in machine operator, is currently on leave from work in chafer weaving.

The Firestone men were among the 66 candidates who received diplomas in the school's five departmental programs.

Commencement speaker was T. N. Ingram, executive vice president of North Carolina Textile Manufacturers Association.

Each major course of study at NCVTS usually takes two years to complete. The school arranges class schedules so those enrolled can carry on their studies and in the same daily schedule, work a regular shift in industry.

Besides the 66 diplomas awarded, the school has issued 12 high school certificates and 159 certificates in a number of short courses for the 1968-69 year.

At NCVTS, principal areas of study are in the technology of mill maintenance, weaving & designing, tailoring, knitting, and yarn manufacturing.



Bradshaw
(left) and
Lovinggood

THE WAY THEY SAW IT

A recent issue of a newsletter for one of Piedmont Carolinas' textile firms dealt with the question of what influences employee morale.

Findings were arrived at by putting opinions of 730 supervisors alongside the opinions of 34,000 employees.

• First factors listed by supervisors were: Good wages, job security, promotion and growth in company, good working conditions, and work keeping you interested.

• Employees had differing views of what things are more important in their jobs. Their first five choices were: Full appreciation of work done, feeling "in" on things, sympathetic help on personal problems, job security, and good wages.

SIGNS Of The Times

• Squirrel under oak tree near one Firestone parking lot, busily nibbling away at "goody ends" of fallen yucca blossoms.

• Finger-scrawled in heavy dust on back of passing car: I'M A MUD-WUMP.

• Artistically-lettered message on Seventh Avenue traffic sign: HELP STAMP OUT VANDALISM.

• Bumper placard on auto traveling Franklin Avenue: DON'T BLOW YOUR COOL!